INFORMATION LETTER

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Fieldmen Urged To Establish Grower, Public Confidence

The keynote speech at the California Canners and Fieldmen's Conference this week was an address by Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, on establishing the confidence of growers and obviating proposals for marketing agreements and marketing orders.

Dr. Mahoney said that fieldmen must assume responsibility of informing growers that the canning industry is doing a good job in merchandising the farmers' crops—that the preservation of perishables by canning extends and stabilizes the market, and that the returns to growers are more favorable for canning crops than for crops produced under government programs.

The speech reviewed in detail what marketing agreements and marketings orders are, and the types of control measures that have been used at various times, in order that fieldmen would become familiar with the arguments and ideas advanced by proponents of the marketing agreements and orders and would be enabled to discuss the issue intelligently with growers.

Dr. Mahoney said that proponents of marketing agreements and marketing orders generally cite the record of prices received for crops under such programs as evidence of their effectiveness. However, he pointed out, a more intelligent use of statistics would indicate the long-term effectiveness of marketing perishable crops in canned form, without controls.

For example, Dr. Mahoney presented statistical evidence that in California, while marketing agreements have been in effect on freestone peaches, Bartlett pears, apricots and apples in fresh form, total production of these crops has risen and utilization of these crops for canning has increased markedly, to the benefit of growers.

"We believe," he said, "that many people, particularly farmers, are not familiar with these facts and they should be made available to growers, farm leaders, business leaders in rural areas, and particularly to agricultural leaders who are not growers of canning crops but are often administrative officers in agricultural organizations."

Dr. Mahoney's address, entitled "What Can We Do To Obtain the Growers' Vote of Confidence," was presented at the California Canners and Fieldmen's School in Davis, Calif., February 4. Copies are available upon request to the N.C.A. Raw Products Research Bureau.

Dr. Mahoney also appeared on the program of the Raw Products Conference conducted by the Northwest Canners and Freezers Association January 29. He discussed activities of the N.C.A. Raw Products Technical Advisory Committee and the value and importance of fundamental research in agriculture.

Current Merchandising Problems To Receive Emphasis At Fourth General Session of 50th Anniversary Convention

Marketing and sales topics of current interest will receive prominent attention at the Fourth General Session of the 50th Anniversary Convention of the N.C.A. in Chicago, February 19.

The program is designed to meet issues in canned foods attracting the most attention at this time. President William U. Hudson will introduce the session and Vice President A. Edward Brown will act as meeting chairman.

Prior to speeches by two marketing specialists, the audience will be shown the N.C.A. color film, "The Three Squares," produced last year under the Consumer and Trade Relations Program, and the ceremony of installation of the 1957 officers of N.C.A. will be conducted.

The first guest speaker will be William Gillen of the national advertising agency of Batten, Barton, Durstine & Osborn, who will report on a recent survey by that firm of "How Consumers React to Trading Stamps and Premiums." The survey measures what consumers did when this type of promotion was offered by retail stores, and Mr. Gillen's presentation will be illustrated with slides.

In his service with BBDO since 1947 Mr. Gillen has been involved with the marketing, merchandising and advertising problems of many of the firm's clients, but mainly in the national food business of the agency. He acts as supervisor of all activities relating to the food and grocery business in the Chicago office as well as liaison officer for regional activities of BBDO national clients, many of them canners.

The second speaker, Mrs. Marie Kiefer, is an established friend of the

Canners Asked to Reserve Time for Convention Sessions

President William U. Hudson urges that every member of the N.C.A. in attendance at the 50th Anniversary Convention reserve the hours of 10 to 12 daily from Saturday, February 16, through Tuesday, February 19, for attendance at the four important general sessions of the N.C.A. Outstanding speakers and subjects have been engaged for these periods, and the operations of canners in the forthcoming year will be immeasurably benefited by the presentations at these sessions.

Preregistered Rooms

Canners who have preregistered their rooms in The Conrad Hilton may proceed to their floor on their scheduled day of arrival, and obtain a room key from the floor clerk. Having rooms preregistered will eliminate the wait at the registration desk in the hotel lobby.

canning industry, a member of the current C. & T.R. Operations Committee, and best known as Secretary-Manager of the National Association of Retail Grocers, Chicago.

Her presentation to the session will be an illustrated description of the forthcoming "Food Store Spectacular," in which the *Saturday Evening Post* and NARGUS are teamed in a country-wide, industry-wide merchandising program. The retailer participation in this promotion will involve the NARGUS membership of nearly 70,000 owners who operate more than 100,000 establishments doing approximately $20 million in business.

Mrs. Kiefer is one of the nation's leading women executives and an outstanding food industry authority. She is in constant touch with the problems and plans of her vast membership of retailers, and editor of the widely read official magazine of the association, *NARGUS Bulletin*. A member of many industry organizations and advisory boards, Mrs. Kiefer is consulted almost daily by various government agencies concerned with the food supply and distribution picture. She travels more than 50,000 miles a year for speaking engagements and business meetings, and directs her association's annual conventions.

Convention Room Directory, N.C.A. Program Issued

The three sponsor associations have had printed a Convention Room Directory, and the N.C.A. has issued a Convention Program. Both will be distributed at Chicago next week for use at the 1957 Convention.

The *Convention Program* contains a daily schedule of canners meetings, C.M.&S.A. meetings, social affairs, and other events to be held in Chicago during the period February 14-19.

The *Convention Room Directory* is an over-all listing of (1) names of member firms of the N.C.A. and their headquarters rooms; (2) room locations of state, regional, and commodity canners associations; (3) names of member firms of the N.F.B.A. and their hotel locations; and (4) names of member firms of C.M.&S.A. and their headquarters rooms, together with booth locations of exhibitors.

The N.C.A. Information Division supervised production of both publications.

USDA Cancels Approval of Certain Labels on Meat Imports

The USDA Meat Inspection Branch has cancelled its approval prior to July 1, 1950, of labeling material for imported meats and meat products, effective next April 1.

In a declaration of policy which was published in the *Federal Register* of February 6, the USDA states, in part:

"Any person who proposes to use labeling material, for meats, meat byproducts, or meat food products to be imported into the United States on or after April 1, 1957, which was approved prior to July 1, 1950, and has not since been reapproved, must submit such labeling material to the Chief of the Meat Inspection Branch for approval under the regulations currently in effect."

USDA Proposes Revision Of Regulations on Grading

Notice is given in the *Federal Register* of February 8 that the Agricultural Marketing Service of USDA proposes to revise its regulations governing inspection and certification of processed fruits and vegetables, processed products thereof, and certain other processed food products.

The proposal would eliminate present tables of minimum sampling rates and substitute tables of single sampling plans and alternate multiple sampling plans based on statistical procedures. These sampling plans would indicate the number of units of samples to be selected from different size lots of various processed food items and, in most instances, provide levels of acceptability of the lot for grade, specification or contract.

The proposal also would include a procedure for establishing the grade of a lot of processed food products when inspection is based on a U. S. grade standard in which a scoring system is in effect. This procedure would replace the procedures contained in many current grade standards concerning tolerances for officially drawn samples.

The new sampling plans and acceptance procedures would provide a more equitable basis for sampling and for determining the grade of a lot of processed foods or its compliance with a specification, according to a press announcement by USDA.

Grades for Canned Asparagus

The Agricultural Marketing Service of USDA has revised U. S. standards for grades of canned asparagus.

Changes have been made in the method for determining the percent of heads in cut asparagus. Definition of a head has been revised to provide for the characteristic differences in white and green asparagus. Recommendations are contained in the standards with respect to the percent of heads in cut asparagus.

Compactness of the heads is considered under character of the asparagus instead of under defects, as in the current standards. Provision is made for determination of fiber in spears, tips, and points by objective means as well as by organoleptic tests.

Changes have been made in recommended drained weights for certain types, styles, and container sizes, and sizes not previously listed are included. A method for determining compliance with minimum drained weight recommendations is outlined.

Text of the revision was scheduled for publication in the *Federal Register* of February 9.

Grades for Grapefruit Juice For Manufacturing Proposed

Notice is given in the *Federal Register* of February 7 that the Agricultural Marketing Service of USDA proposes to issue U. S. standards for grades of concentrated grapefruit juice for manufacturing.

The proposed standards would apply to concentrated grapefruit juice which has been preserved by canning, freezing, the addition of approved additives, or by any other suitable commercial method. They would provide for commercial grades A and C for manufacturing.

Provision is made in the proposed standard for a product which has been concentrated to any suitable degree; however, before applying the grade standards the product is reconstituted to a Brix of between 10.5 and 11.5 degrees. The Brix-acid ratio requirement for Grade A is not less than 5.5 to 1, and for Grade C not less than 5 to 1.

Views and comments on the proposed standards may be submitted to the Fruit and Vegetable Div., Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., within 30 days after publication of the notice.

W. D. Hooper

W. D. (Don) Hooper, former executive vice president of Hunt Foods, Inc., died at his home in Menlo Park, Calif., February 2.

Mr. Hooper was active for several years in N.C.A. affairs. He was a member of the Board of Directors in 1953 and 1954 and served also on the Budget, Consumer and Trade Relations, Convention, and Procurement Committees.

USDA Acreage Goals Seek 8% Drop in Processing Crops

USDA acreage-marketing guides suggest a reduction of 8 percent in the 1957 crop of vegetables for commercial processing. If realized, the USDA recommendations would result in plantings of nine processing vegetables totaling 1,635,00 acres, compared with 1,773,330 acres in 1956.

Vegetables for commercial processing	Change from 1956 planted acreage (percent)
Beans, lima	−10
Beans, snap	....
Beets	−15
Cabbage for kraut	−10
Corn, sweet	−10
Cucumbers for pickles	+ 5
Peas, green	− 5
Spinach	− 5
Tomatoes	(a)

(a) For tomatoes: planted acreage 30 percent less in California and 5 percent less in other states.

The guides also suggest reductions of 3 percent in total acreage of fresh summer vegetables, 5 percent for fresh fall vegetables, and 4 percent for summer melons, and an increase of planted acreage for sweet potatoes amounting to 5 percent.

1955-56 Pack of Sauerkraut

The 1955-56 pack of canned sauerkraut totaled 6,612,296 actual cases as compared wtih the 1954-55 pack of 7,126,270 cases, according to a report compiled by the N.C.A. Division of Statistics in cooperation with the National Kraut Packers Association.

State	1954-55	1955-56
	(actual cases)	
New York	2,549,987	2,141,964
Ohio, Mich., and Ind.	1,164,711	1,315,745
Wisconsin	1,970,365	1,793,096
Other Midwest states	92,104	71,627
West	601,550	652,196
South	747,553	637,668
U. S. Total	7,126,270	6,612,296

Other Midwest states: Ark., Ill., and Mo. West: Colo., Ore., Utah, and Wash. South: Conn., Md., N. C., Pa., Tenn., and Texas.

Packs of Beets and Carrots through Dec. 31, 1956

Reports on the 1956 packs of canned beets and canned carrots through December 31 have been compiled by the N.C.A. Division of Statistics.

The Division has also issued reports on canners' stocks of canned beets and canned carrots on January 1 and shipments to that date.

Beets

State	Pack through Dec. 31 1955	1956
	(actual cases)	
New York	1,968,452	2,446,698
Md. and N. J.	445,324	537,610
Michigan	244,948	211,466
Wisconsin	2,898,801	4,191,893
Utah	43,325	56,171
Wash. and Ore.	1,322,300	1,435,469
Other states	871,038	1,241,767
U. S. Total to Dec. 31	7,794,188	10,121,074

	1955-56	1956-57
	(actual cases)	
Carryover, July 1	1,494,873	1,539,748
Pack to Dec. 31	7,794,188	10,121,074
Supply to Dec. 31	9,289,061	11,660,822
Stocks, Jan. 1	5,206,939	6,656,350
Shipments, July 1-Jan. 1	4,082,122	5,004,472

Carrots

State	Pack through Dec. 31 1955	1956
	(actual cases)	
New York	225,576	340,127
Maryland	145,286	112,216
Wisconsin	585,917	854,870
California	(a)	263,936
Wash. and Ore.	1,322,300	692,678
Other states	390,414	442,418
U. S. Total to Dec. 31	1,730,894	2,706,245

(a) Included in other states.

	1955-56	1956-57
	(actual cases)	
Carryover, July 1	850,661	499,609
Pack to Dec. 31	1,730,894	2,706,245
Supply to Dec. 31	2,581,575	3,205,854
Stocks, Jan. 1	1,406,957	1,892,057
Shipments, July 1-Jan. 1	1,174,618	1,313,797

Poultry Used in Processing

The quantity of poultry used in canning and other processed food during 1956 totaled 195,782,000 pounds, 8 percent more than the 181,721,000 pounds in 1955, according to a report by the Agricultural Marketing Service of USDA.

The 1956 total includes 15,873,000 pounds of young chickens, 146,923,000 pounds of mature chickens, 32,904,000 pounds of turkeys, and 82,000 pounds of other poultry. Comparable data for all of 1955 are not available.

Wholesale Distributors Stocks of Canned Foods

A report on stocks of 32 canned foods in the hands of wholesale distributors on January 1 has been issued by the Bureau of the Census.

Distributor stocks of most canned food items were reported substantially lower than stocks on hand January 1 a year ago. This was in contrast to canners' stocks.

Commodity	Jan. 1, 1956	Nov. 1, 1956	Jan. 1, 1957
	(thousands of actual cases)		
Vegetables:			
Asparagus	779	n.a.	722
Beans, green and wax	3,231	n.a.	2,720
Beans, lima	630	n.a.	568
Beets	1,090	n.a.	1,110
Carrots	417	n.a.	416
Corn	4,560	4,085	4,003
Peas	3,620	3,679	3,351
Pumpkin and squash	610	n.a.	560
Sauerkraut	850	652	662
Spinach	638	n.a.	649
Tomatoes	4,055	n.a.	3,002
Tomato catsup and chili sauce	2,303	n.a.	2,176
Tomato paste	n.a.	n.a.	537
Tomato puree (pulp)	675	n.a.	476
Tomato sauce	586	n.a.	469
Fruits:			
Apples	479	474	496
Applesauce	1,227	1,390	1,276
Apricots	893	n.a.	744
Cherries, red-pitted	593	650	579
Cherries, sweet	285	n.a.	268
Fruit cocktail [1]	1,311	n.a.	1,341
Grapefruit segments	430	371	371
Peaches	3,843	n.a.	3,561
Pears	1,143	n.a.	1,074
Pineapple	1,865	1,858	1,624
Plums	390	n.a.	343
Juices:			
Citrus blends	377	360	342
Grapefruit	773	726	692
Orange	1,024	948	902
Pineapple	1,051	1,499	1,115
Tomato [2]	2,571	n.a.	2,241
Fish:			
Maine sardines	326	388	344

n.a.—not available. [1] Includes fruits for salad and mixed fruits (except citrus). [2] Includes vegetable juice combinations containing at least 70 percent tomato juice.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1955	1956
	(thousands of dozens)	
Canner stocks, Jan. 1	74,083	77,017
Pack, Jan.-Dec.	157,783	160,735
Supply	231,866	237,752
Canner stocks, Jan. 1	77,017	*74,965
Canner shipments during Dec.	11,430	11,917
Canner shipments, Jan.-Dec.	154,849	162,787

* Canner stocks, Jan. 1, 1957.

Major NYC Telecast Program To Feature Canning Industry

A chronicle of the canning industry will be the feature of a full half hour program, entitled "To Build a Nation," from 8:30 to 9 a.m., February 23, over New York's station WCBS-TV.

The program is sponsored by the New York City Board of Education, and is produced by Florence Monroe. This is one of the many salutes to the canning industry and the N.C.A., which will be presented on the occasion of the 50th Anniversary. While the program is not a national network, it is New York City's largest outlet and services the entire metropolitan area, including area networks in Connecticut and New Jersey.

Jean Way Schoonover of Dudley-Anderson-Yutzy, the public relations agency for N.C.A., will appear as guest commentator on the program. Data for the script was supplied by the Information Division of N.C.A. and the properties to be used by the Can Manufacturers Institute, Continental Can Co., Inc., and American Can Co.

Canned Vegetables Featured

The February bulletin, "News Brief —Family Food Facts," mailed out by Consumer Information Specialists at the Pennsylvania State University featured canned vegetables. The four-page release began:

"Keep posted on canned vegetables. They are already prepared and ready to use hot or cold. They retain much nutritive value, will keep for long periods of time in a cool dry place.

"The 'big four' in canned vegetables are: corn, beans, peas, and tomatoes. Corn is packed cream style, whole kernel, and dried evaporated. Canned snap beans come packed whole, cut crosswise, cut lengthwise (French style), or mixed cuts. Two distinctly different types of green peas are the smooth skinned Alaska peas and the sweet wrinkled peas. Canned tomatoes and other tomato products come in many forms.

"It's safe to store opened cans, if covered in a refrigerator for short periods of time. There are dietetic canned foods for those who need to count calories and watch their intake of salt.

"For a classy touch use canned vegetables together, use beans with mushrooms, okra and tomatoes with whole onions, or peas with whole small onions."

Headings with discussions are: "It's time to take a new look at canned foods"; "Buying Canned Vegetables"; "To Keep Posted—Know the Facts." The discussions point out that even though the outside of the can has not changed over the years, the inside has. Among the other points brought out in the discussion are the advantages of canned foods to the consumer, how to select for quality, what canned foods are, and how to store them.

Another heading, "'The Big Four' —Corn, Beans, Peas, and Tomatoes," describes each product. "Canned Vegetables—A Part of the Main Dish" gives uses of vegetables in casseroles and other main course foods. The last heading, "Final Touches For Classy Cooking," gives recipe suggestions for serving canned vegetables.

Ebony

Canned corn is featured by Freda DeKnight, home service director, in her food section entitled "Date with a Dish" in the March issue of *Ebony* magazine, currently on newsstands.

The pictorial food section feature is entitled "Corn Souffle—Fluffy dish is family delicacy." Miss DeKnight states: "Corn, one of the most American of all foods, should regularly be found on all housewives' menus for it is usually plentiful, inexpensive and tasty.

"One of the most delectable of all corn dishes is a fluffy souffle. Quickly prepared and pleasing to the eye as well as to the palate, it is ideal for a regular family meal or to serve to the most discriminating guest."

A full-page photograph shows Mrs. Florence Duncan, a Washington, D.C. home economist, holding a casserole of corn souffle. She has the television show "Let's Eat" on WTTG-TV, is a lecturer on foods and nutrition, and writes for a newspaper. Another page shows photographs depicting the steps in making the corn souffle.

Three additional recipes using canned corn are also given. These are "Corn Lyonnaise with Ham," "Creamed Vegetables en Casserole," and "Corn Chowder." Each of the recipes is illustrated with an attractive black and white photograph.

Other canned foods used are ripe olives, onions, and green beans.

Ebony magazine is one of the Johnson publications. It is nationally distributed and is America's largest and leading negro publication. The circulation is over 500,000. The popularity of the magazine gives it a great pass-on value, resulting in an estimated readership of 2,500,000.

True Story

"Readers Let Canned Fish Decide the Menu" is an article in the March *True Story* magazine. Both the recipes and menus feature canned foods.

Each month readers submit recipes to Esther Foley, home service director of the Macfadden Publications, and the best are selected for a timely article. Eight fish recipes make up the article for March. Canned crab meat is used in one recipe, salmon in 3, and tuna in 3 recipes. Titles of the recipes are "Crab-Cheese Chowder," "Salmon and Potato Puff," "Bun-Steads," "Salmon Vegetable Salad," "Tuna Vegetable Pie," "Salmon Stuffed Potatoes," and "Tuna Olive Tetrazzini." Other canned foods used are tomatoes, mushrooms, ripe olives, and pimientos. In addition, canned fruits and soups are used in the menus.

Better Homes and Gardens

An article in the February issue of the *Better Homes & Gardens* magazine is "In the Beginning . . . A Can of Corn."

Author of the article, Virginia Newman, assistant editor, begins: "But with a culinary twist of the kitchen spoon, corn becomes a bowl of chowder, a thrifty casserole, or corn-meat pie. These are only a few of the wonderful oven and top-of-the-range hearties you can make with whole kernel or cream-style corn. Look over the pictures and choose one of our good recipes for corn." Four black and white photographs show corn chowder, corn pudding, corn-sausage pie, and golden corn fry. The recipes for these dishes and a recipe for corn puff follow.

In addition to cream style corn and whole kernel corn, canned cream of mushroom soup, mushrooms, chili sauce, and pimientos are used in the recipes.

Farm Journal

"Four eggs and a can of soup make this light-as-a-feather main dish," says Louise Stiers, associate editor, in her article "Short-Cut Souffle" that appears in the February issue of the *Farm Journal* magazine.

An attractive color photograph shows the recipe "Chicken Souffle" made with canned cream of chicken soup. The article suggests serving a sauce made of cream of mushroom soup with the souffle. For variations of the basic recipe cream of celery or asparagus soup are suggested.

National Grange Magazine

In connection with the corn promotion Katherine R. Smith, Director of the N.C.A. Consumer Service Division, was invited to prepare an article with recipe for the January issue of *The National Grange Monthly*.

The article entitled "Corn's The Best Bet" began, "No need to tell farm people what a good year this was for growing corn or about the exceptionally fine and plentiful crop. An interesting result of that bumper harvest a few months ago is that the sweet corn for canning was of especially fine quality." Facts about the corn pack and a discussion of the historical background of corn follow.

Giving some tips on using corn, Miss Smith says:

"The usefulness of canned corn in the kitchen can scarcely be overstated. Not only is it an attractive vegetable when served alone, but it combines appetizingly with many other vegetables; it contributes much to stews, casseroles, soups and chowders; and it makes delicious pancakes and fritters. Many a door to good eating is open to you when your pantry shelf provides you with canned corn."

A recipe "Corn and Chicken Casserole" using canned corn and cream of mushroom soup is given.

Parade

"Here's a hearty dessert—popular for over 100 years!" says food editor Beth Merriman introducing her article, "'Gold Rush' Peach Cobbler" in the January 27 issue of *Parade* magazine.

Canned cling peach slices are used in the featured recipe named "Gold Rush Peach Cobbler." Miss Merriman says:

"Just 100 years ago the first California cling peaches were packed in jars for consumers. It happened this way: During the Gold Rush, a few prospectors realized that some California gold was growing on fruit trees, so they gave up their stake-outs and planted peach orchards. Time has proved the wisdom of their venture."

The dessert is shown in an attractive black and white photograph. She describes the cobbler as "a delightful dessert, rightfully as popular today as it was in that lusty era!"

Parade is the Sunday picture magazine section with over 50 newspapers throughout the country.

The Farmer

Marjorie Johans Wiley, home editor, includes many canned foods in her food articles in the January 19 issue of *The Farmer*, the Minnesota edition of the magazine.

Her article, entitled "Just Plain, Wonderful Hot Dishes," gives ten main dish recipes, eight of which use canned foods. The following canned foods are included in the recipes: whole kernel and cream style corn, mushrooms, tuna, pineapple, tomatoes, tomato juice, tomato sauce, catsup, and pimiento. The article is illustrated with black and white photographs showing three of the prepared dishes.

Another feature, "Letters from the Farm Home," is also made up of recipes of hot main dishes. It includes five recipe favorites submitted by readers from Minnesota and North Dakota, and each of them uses canned foods. The canned foods used are tomatoes, tomato juice, corn, ripe olives, kidney beans, corned beef, and cream of chicken soup.

Institutional Feeding, Housing

"Profitable desserts can be created all year 'round from canned fruit," is the way Eulalia Blair, food management editor, begins the article "Dessert Specialties Come In Cans." The article appears in the February issue of *Institutional Feeding and Housing* magazine, which is read by personnel of restaurants, hotels, industrial cafeterias, hospitals, schools, colleges, clubs, and institutions.

"It pays to be on the watch for those easy little stunts that can turn a can of fruit into a profitable, volume building dessert specialty," says the author. "Look for dramatic and taste-appealing combination in fruit cups and compotes, new flavoring notes and novel serving ideas."

Thirty-seven ways to serve canned fruits on the institutional menu are given under the following headings: Colorful fruit combinations; spirited fruit desserts, served warm and chilled; fruit-and-ice cream desserts; canned fruit with special sauces; and simple fruit desserts with that "special touch."

Recipes using canned pineapple, dark sweet cherries, peaches, pears, and apples are given. Two of the five black and white photographs used to illustrate the article are given N.C.A. credit lines. Recipes as well as photographs were supplied by the N.C.A. Consumer Service Division.

American Home

Two articles of particular interest appear in the February issue of *American Home* magazine.

"Take A Can of Cherries" by Mrs. June Towne, director of the food department, shows five dishes made with canned cherries in appealing color. The article says:

"Pluck a can of cherries from your pantry shelf and you're headed for a treat! If your cupboard is well stocked, you can choose the plump, dark red 'Bing' cherries, the pale Dresden 'Queen Anne' variety, or the sweet or sour reds. Cherries are very versatile—there's almost no limit to the ways you can use them to add color and flavor to all sorts of dishes."

The versatile recipes include a dessert, cherry rolls, a salad, a stuffing for veal, and Spiced Cherry Pickles.

Another article, "What's In That Can?", by Virginia Schroeder, associate food editor, begins:

"In these days of serve-yourself shopping, you seldom have a chance to get advice from a man behind the counter. So, unlike shoppers of bygone days, you're pretty much on your own when it comes to selecting canned and packaged foods.

"You needn't be a fortune teller, though, to decide wisely, for each can or package has by law a 'window' that lets you know exactly what's inside. This 'window' is the label . . . and just for the reading, it gives you all sorts af helpful hints." A discussion of weight, ingredient lines, brand name, directions, and recipes on the label follow.

Assn. of Pacific Fisheries

Herald A. O'Neill was appointed February 1 as Executive Secretary of the Association of Pacific Fisheries, succeeding Dr. Ernest D. Clark.

A practicing attorney, Mr. O'Neill has been associated with the salmon industry since 1940 in the field of labor negotiations and litigation affecting the industry. He has served the industry as counsel for Alaska Salmon Industry, Inc., and as executive secretary of the Puget Sound Salmon Canners Association. He will continue both of these activities in addition to his duties with the Association of Pacific Fisheries.

Mr. O'Neill has established offices for the Association of Pacific Fisheries at 302 Colman Bldg., Seattle 4, Wash.

ICC Authorizes Increase In Freight Rates in South

The Interstate Commerce Commission on February 5 authorized Southern railroads to raise their freight rates by 5 percent.

The ICC acted in response to the request last November for an emergency increase of 7 percent for all roads. In December the Eastern railroads were granted the 7 percent increase but the higher rates were limited to 5 percent for Western railroads and shipments between territories.

Eastern railroads now are asking for an additional 15 percent rate increase and Western railroads are seeking an additional 17 percent.

1954 Fertilizer Expenditures

Farmers spent nearly $1.1 billion for fertilizer in 1954, according to the 1954 Census of Agriculture. This is 35 times as much as farm expenditures for fertilizer 75 years ago when the Census of Agriculture first collected this information.

The consumption of fertilizer in 1954 is reported at almost 19 million tons. Commercial fertilizer was used on 123 million acres of cropland and pasture, of which 6.3 million acres bore fruits, vegetables, and potatoes.

The use of lime and liming materials in 1954 amounted to 17.3 million tons, double the 8.5 million tons reported in 1939, when national tonnage figures on agricultural lime use were first compiled.

These figures are presented in a special report published cooperatively by the Bureau of the Census and USDA's Agricultural Research Service. Entitled *Use of Fertilizer and Lime*, Vol. III, Part 10, 1954 Census of Agriculture, the report may be obtained from the Government Printing Office, Washington 25, D. C., for $1.75 a copy.

Next Issue of *Letter* Will Be Convention Issue

This issue of the INFORMATION LETTER is the last before the 1957 Convention in Chicago. The next scheduled issue will be the Convention Issue, which will be published as soon as possible after adjournment of the Convention.

The Convention Issue will be a complete record of proceedings of the general sessions, with texts of addresses, and reports on principal Convention events.

Forthcoming Meetings

Feb. 15-18—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 16-19—NATIONAL CANNERS ASSOCIATION, 50th Annual Convention, together with C.M.&S.A. and N.F.B.A., Chicago

Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

March 1-2—Virginia Canners Association, 49th Annual Meeting, Hotel Roanoke, Roanoke

March 6-7—Ozark Canners Association, 40th Annual Convention, Colonial Hotel, Springfield Mo.

March 7-8—Pennsylvania Canners Association, Canners Workshop, Allenberry Lodge, Boiling Springs

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 20-21—Wisconsin Canners Association, Spring Meeting, Madison

March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City

March 24-27—Pacific Fisheries Technologists, Eighth Annual Meeting, Chinook Hotel, Yakima, Wash.

March 25-26—Canners League of California, 53d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas

March 29-30—Northwest Canners and Freezers Association, Annual Meeting, Gearhart, Ore.

April 18-19—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

May 19-22—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Hotel Roosevelt, New Orleans.

June 2-3—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City

Shipments of Glass Containers

Shipments of glass containers for food during the calendar year 1956 exceeded the volume shipped during 1955, according to a report by the Bureau of the Census.

Shipments of wide-mouth food containers were 2.5 percent greater last year than in 1955. Shipments of narrow-neck food containers were reported up about 4.5 percent. Aggregate shipments of all types of glass containers during the 12-month period were reported about 2 percent greater in 1956 than in 1955, with food containers accounting for about four-tenths of the total.

	Jan.-Dec. 1955	1956
	(*thousands of gross*)	
Wide-mouth food (including fruit jars and jelly glasses)...	36,864	37,808
Narrow-neck food.....	14,337	15,002

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